

The multi-media conglomerate driven by tech — How BuzzFeed’s design team created a single source of truth with Marvel

Background

A little over 10 years ago, BuzzFeed didn’t exist. Today, it has a global audience of 650 million people. It’s combination of light, easy-to-digest content paired with award winning journalism has made it one of the world’s most valuable digital media companies.

Cap oversees a product design team of around 20 people. But with a company as large as BuzzFeed - it has 1,700 staff in offices in seven different countries - his team of designers work in both New York and Los Angeles, requiring coordination across time zones. Marvel’s prototyping and collaboration tools has helped this global media company maintain consistency across teams all over the world as it grows and expands.

Challenges

- Keeping a global design team in sync
- Complicated workflows that come with designing a range of products
- Keep scaling design, maintaining consistency and their core design principles

Solutions

- A cloud based platform for the team to share and iterate on designs
- Provided a fast and intuitive prototyping tool which accelerated internal processes
- Versatility to work alongside project management tools like Basecamp

■ **700**

Projects

Marvel’s platform is a design base for their global scale of work and high project activity

■ **6000**

Designs

Marvel supports their 20 strong design team and the number of designs they produce and sync

■ **55**

Users

Designers use Marvel to share work with content and other teams across the company

“Everybody likes Marvel because it’s very simple, it’s straightforward. I can update it, share a link and boom, it’s there. That’s a gift.”



Cap Watkins

Vice President of Design